

Join the City of Sugar Land in offering a safe and friendly Halloween event.



# 2015 Sponsorship Levels



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CITY OF SUGAR LAND  
Parks and Recreation





The City of Sugar Land  
invites you to participate in  
**Halloween Town**

Sunday, Oct. 25, 2015 | 4-8 p.m.  
Sugar Land Town Square

Halloween is in the air,  
festive things are everywhere!  
Town Square becomes Halloween Town  
for just one night  
And you'll want to make sure  
your company is in sight!

The ghosts will haunt. The Monsters will mash.  
This family friendly event will be a great bash!

**F**estive Halloween characters will roam Sugar Land Town Square inviting families to participate in several activity stations and attractions provided by local organizations and businesses. With an estimated 10,000 attendees, Halloween Town is the perfect spook-tacular opportunity to gain exposure and interact with the Sugar Land community.

For further information or customized participation opportunities, please contact:

Briana Bachemin

Event Production Manager

Email: [bbachemin@sugarlandtx.gov](mailto:bbachemin@sugarlandtx.gov) | Tel. 281-275-2887

# Presenting Sponsor: \$10,000



## Benefits

- Be recognized in front of about **10,000** event attendees as the **Presenting Sponsor** over the public address system every half hour throughout the duration of the costume contest and once every hour for the remainder of the event
- Logo painted on at least **5** large pumpkins in the **Munchkin Pumpkin Patch** where children will romp around hay and pick out their favorite pumpkin to decorate
- Logo placement on all free professional **Halloween Town** photographs taken and handed out during the event
- Logo placement on ads found on the announcement boards in **City Parks**, **Sugar Land Town Square Information Kiosk**, and at other selected venues
- Extra-large exhibit booth space (**10 ft. x 20 ft.**)
- Booth space includes **2** tables and **4** chairs
- Four (**4**) **VIP Parking Passes**

## Additional Recognition

- Event listings in community print media
- Posted in online event listings
- Sponsorship acknowledgement in event media and promotional activities, which include but are not limited to the following:
  - Press releases distributed to media contacts throughout Sugar Land and the Greater Houston Area
  - Event promotion video on Sugar Land TV (channel 16)
  - Event details posted on City's Website
  - Event details posted on City's employee website (SLIC)
  - Monthly e-news sent to more than 3,300 subscribers

***\*Some options only apply if sponsorship is secured before Friday Sep. 4, 2015 to meet production deadlines.***



# Costume Contest Sponsor: \$7,000



## Benefits

- **Company Name or Logo** placed on the **Costume Contest Runway**, your logo will be the perfect “photobomb” for many costume pictures
- **Be recognized** in front of over **10,000** event attendees as the **Costume Contest Sponsor** over the public address system before each costume category throughout the event – about once each hour
- **Company Name/Logo** on costume contest registration forms
- **Exhibit booth space (10 ft. x 10 ft.)**
- **Booth space includes 1 table and 2 chairs**
- **Logo placement** on ads found on the announcement boards in **City Parks, Sugar Land Town Square Information Kiosk**, and at other selected venues
- **Two (2) VIP Parking Passes**

## Additional Recognition

- **Posted in online event listings**
- **Sponsorship acknowledgement in event media and promotional activities, which include but are not limited to the following:**
  - Press releases distributed to media contacts throughout Sugar Land and the Greater Houston Area
  - Event details posted on City’s Website
  - Event details posted on City’s employee website (SLIC)
  - Monthly e-news sent to more than 3,300 subscribers

***\*Some options only apply if sponsorship is secured before Friday Sep. 18, 2015 to meet production deadlines.***

# Munchkin Pumpkin Patch Sponsor: \$5,500



## Benefits

- Logo painted on at least 15 pumpkins of various sizes in the Munchkin Pumpkin Patch where children will romp around hay and pick out their favorite pumpkin to decorate
- Logo placement on all Munchkin Pumpkin Patch signage at the event
- Be recognized in front of over 10,000 event attendees as the Munchkin Pumpkin Patch Sponsor over the public address system once every hour throughout the afternoon
- Exhibit booth space (10 ft. x 10 ft.)
- Booth space includes 1 table and 2 chairs
- Logo placement on ads placed on the announcement boards in City Parks, Sugar Land Town Square Information Kiosk and at other selected venues
- Two (2) VIP Parking Passes

## Additional Recognition

- Sponsorship acknowledgement in event media and promotional activities, which include but are not limited to the following:
  - Press releases distributed to media contacts throughout Sugar Land and the Greater Houston Area
  - Event details posted on City's Website
  - Event details posted on City's employee website (SLIC)
  - Monthly e-news sent to more than 3,300 subscribers

***\*Some options only apply if sponsorship is secured before Friday Sept. 25, 2015 to meet production deadlines.***



# “Streetmosphere” Sponsor: \$4,000



## Benefits

- **Company Name/Logo placed along City Walk in Town Square using pavement graphics of various sizes for the duration of the event. Vendors, activities, fun and games are placed along City Walk to engage attendees and your logo will welcome the crowd!**
- **Be recognized in front of about 10,000 event attendees as a Streetmosphere Sponsor over the public address system once every hour throughout the event**
- **Exhibit booth space (10 ft. x 10 ft.)**
- **Booth space includes 1 table and 2 chairs**
- **Logo placement on ads found on the announcement boards in City Parks, Sugar Land Town Square Information Kiosk, and at other selected venues**
- **Two (2) VIP Parking Passes**



## Additional Recognition

- **Sponsorship acknowledgement in event media and promotional activities, which include but are not limited to the following:**
  - Press releases distributed to media contacts throughout Sugar Land and the Greater Houston Area
  - Event details posted on City's Website
  - Event details posted on City's employee website (SLIC)
  - Monthly e-news sent to more than 3,300 subscribers

***\*Some options only apply if sponsorship is secured before Friday, Sept. 25, 2015 to meet production deadlines.***

# Activity Sponsor - \$2,500

(i.e.— Inflatable Maze, Scavenger Hunt etc.)



## Benefits

- Logo placed on all associated activity signage
- Be recognized in front of about 10,000 event attendees as an Activity Sponsor over the public address system once every hour throughout the afternoon
- Exhibit booth space (10 ft. x 10 ft.)
- Booth space includes 1 table and 2 chairs
- Logo placement on ads found on the announcement boards in City Parks, Sugar Land Town Square Information Kiosk, and at other selected venues
- Company name and logo on activity signage at the event
- Two (2) VIP Parking Passes

## Additional Recognition

- Sponsorship acknowledgement in event media and promotional activities, which include but are not limited to the following:
  - Press releases distributed to media contacts throughout Sugar Land and the Greater Houston Area
  - Event details posted on City's Website
  - Event details posted on City's employee website (SLIC)
  - Monthly e-news sent to more than 3,300 subscribers

***\*Some options only apply if sponsorship is secured before Friday Oct. 9, 2015 to meet production deadlines.***



**Booth Sponsor: \$1,000**



### **Benefits**

- **Exhibit booth space (10 ft. x 10 ft.) to promote business and engage attendees**
- **Booth space includes 1 table and 2 chairs**

## **Halloween Town Sponsorship Application**

The final deadline for this form is Friday, October 9, 2015, however some options only apply if sponsorship is secured before each production deadline.

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Please indicate the sponsorship commitment you wish to make:

Sponsor Category: \_\_\_\_\_ Sponsor Amount: \$ \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please return this application to:

Briana Bachemin, Parks and Recreation Department • City of Sugar Land • P.O. Box 110 • Sugar Land, TX 77487

